

**Scope of Work**  
**Kids Involuntarily Inhaling Secondhand Smoke (KIISS)**  
**July 1, 2007 – June 30, 2008**

**Introduction:**

First 5 Placer will support Kids Involuntarily Inhaling Secondhand Smoke (KIISS) to provide services under Strategic Result Area: Improved Child Health and Safety (pages 14-16) in accordance with the First 5 Placer 2007-2010 Strategic Plan and all First 5 Placer policies. This contract may be renewed annually (2007-2010) based on satisfactory achievement of the outcome.

**Outcome:**

- Parents and caregivers of children prenatal through five are knowledgeable about the dangers of secondhand smoke so that they protect their children from exposure.

**Strategies:**

1. KIISS will provide families and communities with knowledge of the dangers of secondhand smoke to children, and methods for protecting children from those dangers.
2. KIISS will produce and distribute brochures and other materials to spread the message of the dangers of secondhand smoke to the community (e.g.: agencies, hospitals, events and fairs).
3. KIISS will reach families through partnering with other agencies (WIC, MIC, Headstart, FRC, high school parenting classes, etc).
4. Referrals will be made for parents/caregivers in need of support to quit smoking.
5. A toolkit will be produced by April 1, 2008 with easy-to-use tools to teach parents about the dangers of secondhand smoke and ways to protect children from those dangers. These toolkits will be distributed to other agencies willing to train independently using the KIISS curriculum.
6. Two versions (one for general use, one for teen use) of a bilingual video will be produced by April 1, 2008 to deliver the message of the dangers of secondhand smoke. The draft videos will be available for review by the Commission prior to final production.

**Performance Measures:**

- Demographics for parents and children according to the categories mandated in the First 5 Placer Demographic Tool. In addition the following will be required; number of children served directly, the number of children served indirectly and the number of parents/caregivers served.
- Results of pre-assessment from class participants on the status of their children's exposure to secondhand smoke.
- Results of class participants' follow-up surveys measuring their knowledge of the dangers of secondhand smoke and their actions in protecting children from exposure.

- Status of video and toolkit production.
- The number of KIISS presentations and or trainings to agencies (when and which agency).

**First 5 Attribution:**

All published program materials relating to the services provided under this agreement will list First 5 Placer as a funding source. All public relations materials such as brochures, posters, flyers and newsletters will include reference to First 5 Placer and include the First 5 Placer logo.

**Evaluation:**

By state law, the First 5 is required to use outcome-based accountability to determine its expenditures and measure achievement of outcomes (i.e. conditions and/or behaviors) for children prenatal through 5. To assist First 5 Placer to adequately measure the achievement of the outcomes stated in this contract, Contractor will be responsible for collecting, analyzing and reporting performance measure data to First 5 - Placer. Contractor shall participate in First 5 – Placer Learning Conversations to review and analyze performance measurement data and apply learning to improve services and outcomes. If Contractor does not bring the appropriate data to their learning conversations, payments will be withheld until Contractor provides the required data.

**Reporting:**

By state law the Commission is required to submit an annual report to the state First 5 Commission. Since the county report to the state is a compilation of the activities of individuals and organizations receiving First 5 funds in Placer County. Contractor will provide any information requested by First 5 Placer to complete and submit the state annual report and also provide reports to the First 5 Placer Commission as requested.

Also, First 5 Placer convenes an annual “Partner Network Outcome Faire” to report to the community. Contractor shall participate in this annual Outcome Faire.